



WPMT-TV
2005 South Queen Street
York, PA 17403
(717) 843-0043

CONTRACT

<u>Contract / Revision</u> 400571 /		<u>Alt Order #</u> 06389243
<u>Product</u> ROB MCCORD 10/23		
<u>Contract Dates</u> 10/23/12 - 11/05/12		<u>Estimate #</u>
<u>Advertiser</u> Rob McCord State Treasurer		<u>Original Date / Revision</u> 10/22/12 / 10/22/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WPMT	<u>Account Executive</u> Cheryl Long	<u>Sales Office</u> Telerep Washin
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Campaign Group, The
1600 Locust St
Third Floor
Philadelphia, PA 19103

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	43	10/23/12	11/02/12	TU-F 7p-730p	7p-730p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	- TWTF - -				2	\$500.00			
Week:		10/29/12	11/04/12	- TWTF - -				2	\$500.00			
2	43	10/23/12	11/02/12	TU-F 730p-8p	730p-8p		:30			NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	- T - - F - -				3	\$550.00			
Week:		10/29/12	11/04/12	- T - - F - -				3	\$550.00			
3	43	10/23/12	10/26/12	Late Run 10P News	Various		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	- TWTF - -				4	\$600.00			
4	43	10/29/12	11/02/12	Late Run 10P News	Various		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1 - - - - -				1	\$700.00			
5	43	10/23/12	10/26/12	Late Run 10P News	Various		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	- TWTF - -				4	\$600.00			
6	43	10/29/12	11/05/12	MON Late Run 10P News	Various		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1 - - - - -				1	\$600.00			
Week:		11/05/12	11/11/12	1 - - - - -				1	\$600.00			
7	43	10/30/12	11/02/12	Late Run 10P News	Various		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	- TWTF - -				4	\$700.00			
8	43	11/05/12	11/05/12	MON Late News 10-1030P	10-1030P		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1 - - - - -				1	\$700.00			
9	43	10/30/12	11/02/12	Late Run 10P News	Various		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	- TWTF - -				4	\$700.00			
Totals											30	\$18,300.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
<hr/>												
Time Period		# of Spots		Gross Amount		Net Amount						
10/01/12 - 10/28/12		13		\$7,450.00		\$6,332.50						
10/29/12 - 11/05/12		17		\$10,850.00		\$9,222.50						
Totals		30		\$18,300.00		\$15,555.00						

Signature: _____ **Date:** _____

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